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Consumer Buying Behavior and Brand Perception in Shopping Malls- a study of DB City Mall, Bhopal

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Abstract - In India Retail shopping through Shopping Malls is taking a shape of an industry worth Rs 17000 Cr. In Bhopal (the capital of Madhya Pradesh) is the most favorite place for the shopping malls in Madhya Pradesh after Indore. In Bhopal C21 Mall, Ashima Mall, DB City Mall, Best Price, Reliance, Hyper city, Vishal Mega Mart, V-Mart, Big Bazar, Apoorti, Next Gen etc all big players are trying to establish their market share in the region. The current study concentrates on comparative analysis of consumer buying behavior and brand perception towards shopping malls in Bhopal District. The main factor of consumer is buying power, which in result, determines their buying behavior and perception of brands in shopping malls. Shopping Malls offers family outing, the fun & entertainment, shopping and eating junction. Age of the consumer is the most important factor in shopping Malls in daily footfalls. Different age group consumers visit different shopping malls and they impact on the buying behavior.

Keywords - Consumer Behaviour, Brand Perception, Shopping Malls, Purchasing Power, Fun & Entertainment, Eating Junction, Age Factors, Buying Power etc.

1. INTRODUCTION

In 2009, India, the twelfth-largest economy in the world with a GDP of US$1.243 trillion, If PPP (Purchasing Power Parity) is taken into account, Indian economy is now the 4th largest in the world at US$3.561 trillion, with a per capita income of US$3,100. Also with 139th rank in nominal GDP per capita and 128th in GDP per capita at PPP (Purchasing Power Parity) and with an average growth rate of 5.8% in annual GDP for the past two decades, the Indian economy is among one of the fastest growing economy in the world. India stand at 2nd in terms of labour force, with 516.3 million people. In terms of contribution to GDP, the agricultural sector accounts for 28%, the service and industrial sectors contributes 54% and 18% respectively. Major agricultural products include wheat, rice, oilseed, jute, potatoes, cotton, tea, sugarcane, cattle, water buffalo, sheep, goats, poultry; fish etc.. Major industries include food processing industry, textiles industry, chemicals industry, steel industry, transport industry, equipment industry, cement industry, mining industry, petroleum industry, machinery industry, IT & software industry. India's trade has touched a share of 24% of GDP in 2006. In 2008, India's contribution to world trade was about 1.68%. India exports textile goods, petroleum products, gems and jewelry, software, engineering goods, chemicals, and leather goods etc. to the world and crude oil, machinery, fertilizer and chemicals etc. are imported.

The 8th Annual Global Retail Development Index (GRDI) of AT Kearney reveals that retail industry in India is an upcoming market for investment. In 2007, the retail industry of India contributed approximately 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it touched 12% in GDP. It is expected to reach 22-25% of GDP by the end of 2013. According to a report by Technopak Estimates, the India retail industry was expected to grow to US$ 700 billion by 2016. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter into the new markets. While organised retailing in India is only 4 per cent of the total US$ 302 billion, which is expected to grow 25 % annually, which will be governed by strong income growth, changing lifestyles, and favorable demography. The penetration levels of organized retail are expected to touch 8% by 2010, thereby taking the total organized retail business to around Rs. 1095 billion. Organised retail is expected to grow at 25-30% per annum, with home décor and food & grocery emerging as the fastest growing segments. The proliferation of hypermarkets and supermarkets has led to a growth in food and grocery retail. The other high growth verticals are apparel and durables.

2. OBJECTIVES OF THE STUDY

The objectives of the study were as following. : -

1. To study the consumer's buying behavior in different shopping malls.
2. To study what type of consumers visit the different shopping malls.
3. Purpose to come to shopping malls.

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4. What is consumer opinion about any particular shopping mall as a brand in shopping malls.
5. How consumers get motivation to visit any shopping mall?
6. In shopping malls on which sector consumers spend the most.
7. How Shopping mall are different to each other regarding the types of consumers and their buying behavior.
8. Analysis of buying behavior pattern and brand perception.

3. RESEARCH PLAN

The study is descriptive in nature to examine the consumer buying behavior and brand perception of consumers in shopping malls. For data collection Primary as well as Secondary data collection method was applied. For this purpose, a survey was conducted based on predetermined questionnaire to collect the primary data from the market. Consumer survey method was applied to know their buying behaviour in different shopping malls in Bhopal Districts. It is very important for the marketers to know about their consumer buying behavior in shopping malls, their spending behavior and their opinion about the shopping malls, so that they can increase their conversion ratio in Shopping Malls. For secondary data collection help of magazines, newspapers, KPMG & other Reports and staff of shopping malls were taken.

3.1. Research Instrument

To collect the primary data the main research instrument used is the questionnaire**.** For the current study, a questionnaire was prepared on consumer buying behavior and on consumer brand perception. It was close ended. It was distributed to the consumers to know their opinion, only after their consent to reply. Respondent made a choice, as questionnaire has options in each question.

3.2. Sample Plan

3.2.1. Sample Size

DB City Mall - 200

3.2.2. Sample Procedure

Non probability Convenience Sampling method was adopted i.e. random selection method of the consumers. A Personal Interview was carried out to know the response of consumers while they were shopping. Under this method more questions can be asked, which helps in collecting additional information. This additional information may be useful for the study.

3.3. Limitations of the Study

- Only a small sample size of the consumers were studied, which may not be enough to give correct picture.
- The consumers were reluctant to respond and hence result may be biased.
- The response of the consumers were vague to deduct exact findings.

4. DATA ANALYSIS

4.1. Consumer Buying Behaviour in DB City Mall

DB City mall is the most promising mall in Bhopal, M.P. maintaing international standards, which is established in the heart of the city M.P. Nagar, a commercial and business place in Bhopal. All the leading national and international brands of apparels, food zone, jewelry, entertainment zone etc have opened their showrooms which are attracting a variety of consumers. Consumers of different age group visit regularly to the mall and spending their time to look after their needs. – From the sample size of 200, 50 were selected from the each age group as - Below 20 yrs. 20-25 yrs., 25- 35 yrs., and 35 yrs. & above. Consumers below 20 yrs. visit mall very frequently mainly for fun and entertainment, for buying their cloths. While consumers in the age group 20-25 yrs. visit mall for shopping, for eating and foe entertainment. Consumers in the age group 25-35 yrs. visit mall for household goods, for purchase of their livelihood food products and for their children. And consumers above 35 yrs. visit mall mainly for the purpose of their household requirement, grocery items etc.

Number and % of consumers spend per visit in shopping mall

Age group of Consumers	Up to Rs. 500/-	Rs. 500/- to Rs.1500/-	Rs. 1500/-- Rs. 2500/-	Rs.2500/- and above
Below 20 years.	37 (74%)	10 (20%)	3 (6%)	0 (0%)
20-25 years	23 (46%)	17 (34%)	10 (20%)	0 (0%)
25-35 years	7 (14%)	33 (66%)	6 (12%)	4 (8%)
35 years & above	3 (6%)	26 (52%)	17 (34%)	4 (8%)

Number and % of consumers spend per visit in shopping mall on products or services

Age group of Consumers	Spend only on fun and entertainment	Spend only on food items	Spend only on grocery & household products	Spend only on clothes etc.
Below 20 years.	43 (86%)	7(14%)	0 (0%)	0 (0%)
20-25 years	20(40%)	17 (34%)	3 (6%)	10 (20%)
25-35 years	7 (14%)	33 (66%)	3 (6%)	7 (14%)
35 years & above	13 (26%)	14 (28%)	10 (20%)	13(26%)

4.2. Findings in DB City Mall

In all the age group it was found that 83 (41.5%) consumers are coming to mall for fun & entertainment and majority of them are from the age group of below 20 yrs of age. 71 (35.5%) consumers are coming to mall for food items among all the consumers and majority of them belong to 25-35 yrs age group. 16 (8%) consumers from the sample are coming to mall for grocery and household products and majority belong to age group of 35 yrs and above, while the rest 30 (15%) consumers are coming to mall for purchase of cloths etc for their dependents or for themselves and majority are from the age group of 35 yrs and above..

From the table above it is very clear that among all consumers, 70(35%) consumers are spending below Rs. 500/- per visit and majority of them are from the sample below 20 yrs. of age. 86(43%) consumers among all are spending between Rs.500/- to Rs.1500/- and majority belong to the age group of 25-35 yrs. 36(18%) consumers are spending between Rs1500/- to Rs.2500/- with majority are from the age group of 35 yrs and 8(40%) consumers are spending more than Rs.2500 and above with 4 from 25- 35 yrs age group and 4 from the group of 35 yrs and above.

4.2.1. Consumer Buying Behavior in DB City Mall.

- Consumers mainly spend their money on Food and on fun & entertainment.
- Consumers visiting mall are brand conscious.
- Decision of consumers, visiting mall with their children, is affected by the choice of their children.
- Consumers get motivation from the relatives and friends to visit mall

4.2.2. Brand Perception in Metropolitan Mall.

- Consumers visiting mall mostly know it as Fun Cinemas mall, Hyper City mall.
- Consumers visiting mall are very Brand Conscious and they try to stick on choice.
- DB City mall is considered as one of the best place for outing in Bhopal as it is very convenient to reach.

5. RESEARCH FINDINGS OF 200 CONSUMERS VISITED DB CITY MALL:

- DB City mall is very famous among all the age groups of the sample.
- Fun Cinemas (with 5 screens) in DB City Mall are the best choice for fun & entertainment.
- Pind Baloochi, Mc'donalds, Pizza Hut and Café-coffee day in DB City Mall, are the first choice for eating.
- Due to Hyper city DB City is the first choice for homemakers and working class.
- Because of exclusive showrooms of the established national and MNC's brand it is the first choice among youth.

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6. RECOMMENDATIONS

Although DB City Mall has a good number of consumers. As the result shows that most of the consumers coming to mall for fun & entertainment and for eating. There are less number of consumers coming to mall for grocery and household products and for cloths etc.. Therefore the management of DB City Mall should take appropriate action to formulate policies and plan to attract consumers under these categories. So that more revenue can be generated and the number of consumers can be increased among all the age groups.

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